



# Mission Efficiency Charrette

— [missionefficiency.org](http://missionefficiency.org)

20/09/2024  
Lisbon, Portugal



# Narrative Taskforce

# Energy Efficiency Narrative Taskforce

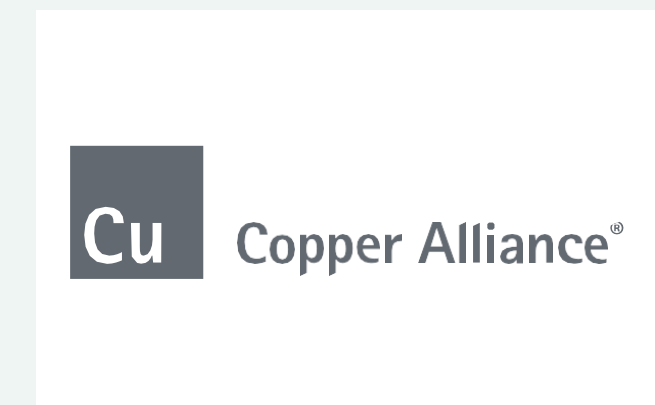
## ACTIVITIES

- Reframe key messages for a range of audiences to induce an emotional response on the benefits, experiences and feelings received from energy efficiency.
- Use the new narrative to motivate new energy efficiency commitments and raise ambition on existing ones.
- Communications charrettes to understand the enablers and drivers of energy efficient behavior.



It is time to flip the narrative of the benefits, experiences and feelings received from energy efficiency in our lives by developing emotion-based and humanized messaging that inspire a non-reductionist and abundant modern life.

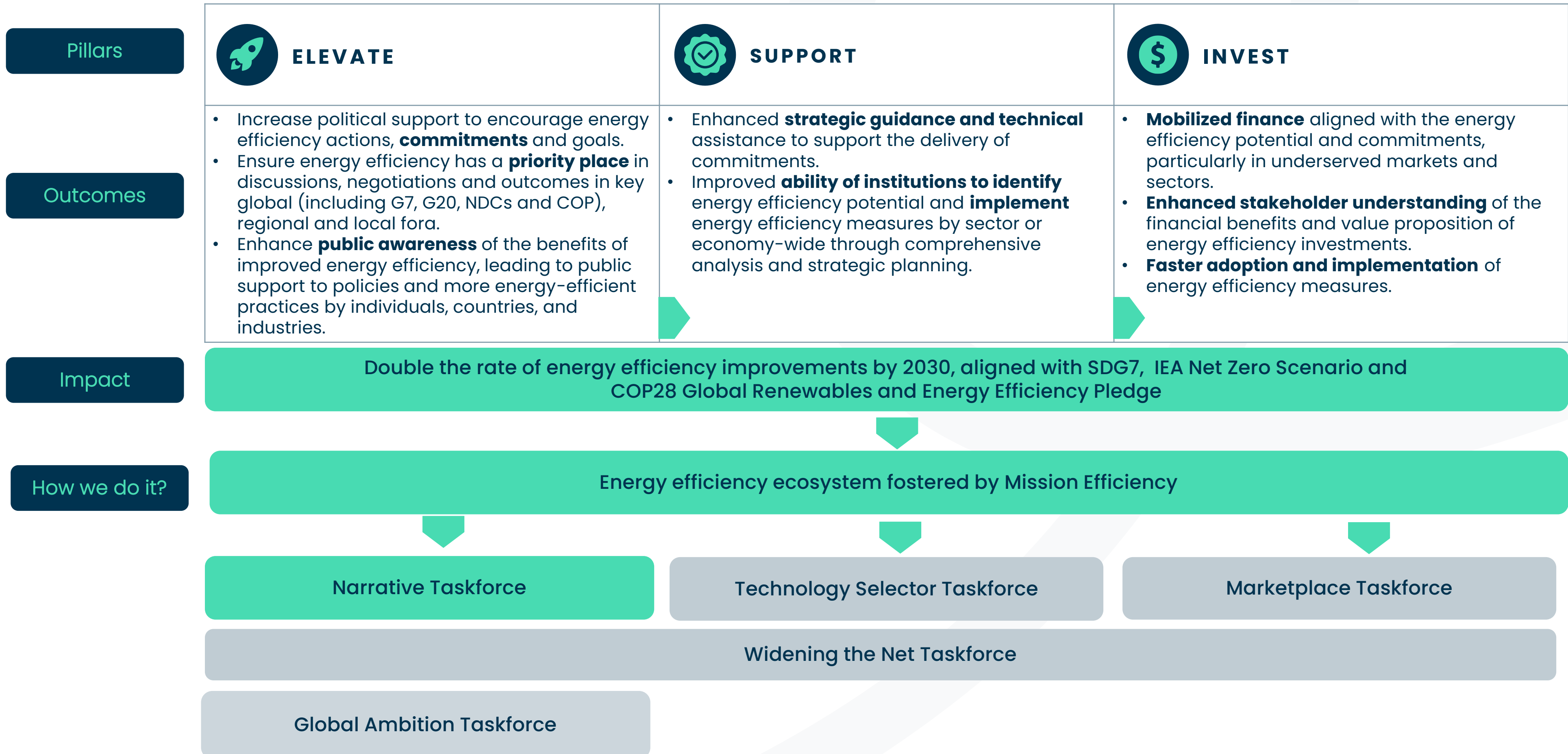
**BRIAN DEAN**  
Head of Energy Efficiency, SEforALL



non-exhaustive list of partners



# We work across sectors and countries to:





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ELEVATE



SUPPORT



INVEST

Energy Efficiency Ecosystem fostered by Mission Efficiency

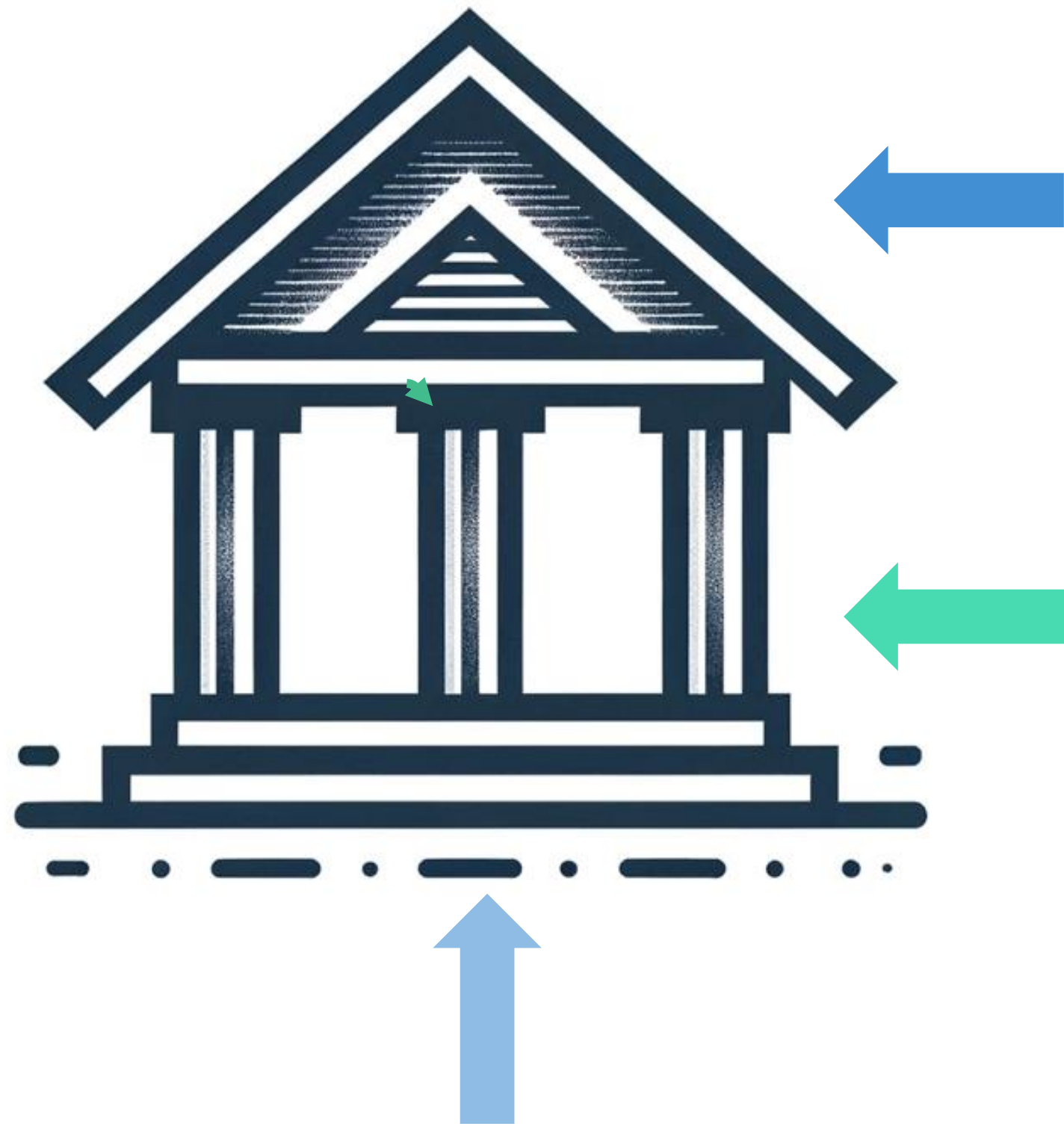
- **Energy Efficient LiFE**, people-focused communication & engagement strategies. (in progress)
- **The Power of Energy Efficiency**, knowledge and resources for policy makers for stronger commitments and actions. (in progress)
- **Convening** of key actors in strategic fora, workshops and other advocacy activities.

- **Capacity building and Technical Assistance** including grid efficiency, demand flexibility, energy audits, development of MEPS etc.
- **South-South and North-South knowledge sharing**, providing platforms

- **Mission Efficiency Marketplace**, connecting energy efficiency projects with de-risking instruments and funding opportunities.

Local community of practice in select countries

# Message House



## Overarching Message with a paradigm shift

This serves as the core theme that all communications should tie back to – an anchor point for the rest of the messaging. It should be clearly defined and succinct, almost like a mission statement. Moving from a reductionist approach.

## Pillar/Supporting Messages

The pillars of the house support the core message by offering key themes or arguments. Each pillar addresses a different aspect of the core message, offering a more detailed explanation or showcasing specific benefits, features, or values. reshape perceptions of energy efficiency. They should highlight the advantages of weaving energy efficiency into one's way of life.

## Proof Points

These can be data, research findings, success stories in the desired area, or expert voices and supportive quotes from thought leaders in the field that substantiate the overall core call-to-action and the pillar messages. Through this, we tailor our campaigns, localize the narrative, and substantiate our claims.

# Example Message House approach



Energy Efficiency Powers Sustainable Development		
Pillar Message 1 Government	Pillar Message 2 Industry	Pillar Message 3 Youth & Consumers
<p>Energy efficiency enables thriving, equitable communities.</p>	<p>Energy efficiency drives productivity.</p>	<p>Energy efficiency provides more opportunities for youth and women.</p>
<p>Government can harness energy efficiency to boost <b>economic, societal, and environmental well-being</b>, ensuring <b>prosperity</b> across all sectors.</p> <p><b>Nudge Focus:</b> Encourages government leaders to prioritize <b>policies and investments</b> that unlock the transformative potential of energy efficiency at scale, improving the quality of life in communities.</p>	<p>Industry leaders can capitalize on energy efficiency to enhance <b>competitive advantage, responsible growth</b>, and improved <b>productivity</b>.</p> <p><b>Nudge Focus:</b> Prompts industry leaders to adopt data-driven solutions, energy management systems, that link commercial success with <b>sustainability</b>, reinforcing energy efficiency as a key business strategy.</p>	<p>Consumers and young people can lead change by embracing <b>sustainable lifestyles</b> and energy-efficient choices, shaping a better future.</p> <p><b>Nudge Focus:</b> Empowers individuals to see their potential in creating <b>sustainable impact</b> through small actions like energy-efficient consumption, fostering a culture of responsibility and innovation.</p>
<p><b>Proof points</b></p> <p>Jobs created, increased clean cooking and sustainable devices powered with the same energy, increase in productivity, new skills for youth in energy efficiency</p>		

# Energy Efficiency Messaging



## Consistency & Repetition

Unified core messages across all channels enhance memorability and impact.

Repetition reinforces the theme.  
Example: “Cooling is not a luxury; it’s an issue of equity.”

## Adaptability

Tailored messages for different audience segments or platforms, while still maintaining alignment with the overall campaign goals.

## Coordination

coordinate our efforts to amplify impact rather than duplicate our efforts.





# **The Power of Energy Efficiency**

**Knowledge and resources for policy makers**

**For stronger commitments and actions (in progress)**

# Energy Efficiency Powers Climate Progress



Energy efficiency powers progress on climate change, resilience, and just, equitable energy transitions

## It does this by:

- ✓ Delivering almost half of the emissions reductions needed for the Paris Agreement
- ✓ Being one of the easiest and most cost-effective ways to reduce emissions
- ✓ Making renewable energy more cost competitive and accelerating the necessary ramp up.

40%

Percent of the emissions abatement needed for Net-Zero by mid-century can be achieved with energy efficiency

80%

Of efficiency gains needed to achieve net zero by 2050 result in savings for consumers

59%

Potential increase in the renewable energy share of India's buildings sector in 2030 through energy efficiency improvements



Between 2010 and 2015, **China implemented a range of energy efficiency policies** and programs that **reduced its energy intensity by 18.2%**, which resulted in a reduction of **approximately 1.5 gigatons** of carbon dioxide (CO<sub>2</sub>) emissions.

Source: National Bureau of Statistics of China



# Energy Efficiency Powers Energy Security & Fights Inflation

Energy efficiency powers energy security at a time of global instability.

## It does this by:

- ✓ Minimizing the reliance on energy imports.
- ✓ Protecting against the risks of supply interruptions
- ✓ Reducing the impact of inflation on energy generators and consumers.



After the 2011 earthquake and tsunami in Japan led to the removal of nuclear power, **energy efficiency** measures **reduced electricity consumption by 10% in households, 12% in industry, and 4% in services.**

Source: IEA, 2022

20%

More fossil fuel imports avoided by major economies thanks to energy efficiency

5.7

TWh per year saved in Africa with efficient transformers by 2040

\$2.8B

TWh per year saved in Africa with efficient transformers by 2040

# Energy Efficiency Powers Modern Lives & Livelihoods



Energy Efficiency saves money, delivers better services, and creates jobs

## It does this by:

- ✓ Creating well-paid, green jobs with a sustained effort on efficiency by 2030 – and more opportunities for women
- ✓ Unlocking productive uses of energy – irrigation, milling, shops, hospitality businesses, welders – that raise incomes
- ✓ Lowering energy bills at your home and in your business



In Kuyusa, South Africa, an investment of USD \$4.67 million in **energy efficient low-income housing** for 2,300 homes delivered a **34% energy demand reduction**, created **87 local jobs**, and saved the average family USD \$21 per month on their energy bills.

Source: World Bank ESMAP, 2012

15

Jobs for every USD \$1 million invested in new and retrofitted buildings

3x

The number of green jobs created by front-loading efficiency before 2030

50%

Community & productive energy services become viable at half the cost coupling efficiency and DRE

# Case Study



The **Global Renewables Alliance (GRA)** was established by the Global Wind Energy Council, Global Solar Council, International Hydropower Association, Green Hydrogen Organisation, Long-Duration Energy Storage Council and the International Geothermal Association to unify the global bodies representing the clean technologies required for a net zero world by 2050.





# Energy Efficient LiFE

**People-focused communication &  
engagement strategies (In progress)**



# — An energy efficient life is **more, not less**

More Comfort  
More Money  
More Power

— [missionefficiency.org](http://missionefficiency.org)





# Energy-Efficient Lives Add Up to **an Energy-Efficient World**

BIG CHANGES



Small actions



Mission Efficiency

AN ENERGY EFFICIENT  
WORLD



Energy efficient lives





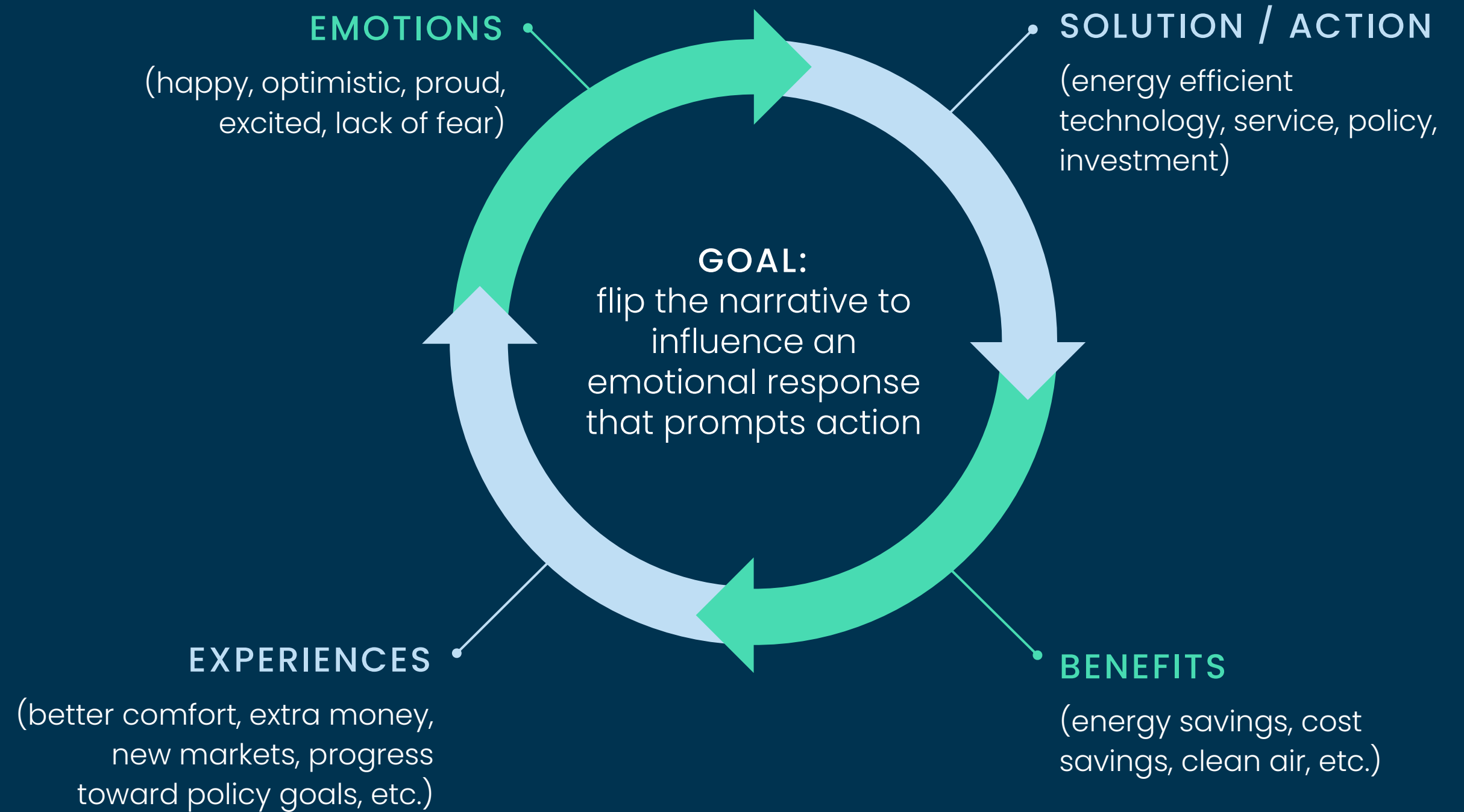
# Energy Efficient Life

## TARGET AUDIENCES

- Individual decision-makers: households
- Societal decision-makers: policy makers, private sector

## FUNDAMENTALS

- Abundance: Not a reductionist agenda
- Modernity: A cool and modern feeling (compared to inefficiency)
- Positivity: Share the good news, while reflecting on the bad news
- Meet people where they are: link to familiar solutions and experiences



JOIN US!



copenhagen climate centre





# — Help the planet. Help your wallet.



An Energy Efficient Life is accessible to all.



META campaign in Ghana, Kenya, India and Nigeria



180.09 M people reached

# Case Study



## Mission LiFE

- Small individual actions can collectively make a significant impact on the environment.
- It encourages individuals to make conscious decisions in their daily lives to minimize environmental harm.
- In India, only behavioural changes have the potential to save up to **10.2 TWh** annually.
- According to IEA analysis, adopting worldwide LiFE actions — including behavioural changes and sustainable consumption choices — would save consumers roughly **USD 440 billion** and amount to **one fifth of the emissions reductions needed by 2030**

